

Product information  
Piilo by Giorgio Vigna,  
deliveries from April, 2010:

Box, aluminium, 150 mm  
Box, black, 150 mm  
Box, aluminium, 115 mm  
Box, black, 115 mm  
Box, aluminium, 85 mm  
Box, black, 85 mm  
Box, aluminium, 60 mm  
Box, black, 60 mm  
Amulet, silver, 33 and 55 mm

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Distribution:

[www.iittala.com](http://www.iittala.com)  
see: Stores  
or: Contact => Sales Units



## Piilo protects your precious items – and you

iittala is famous for its Scandinavian design and modern tableware. Now the company has decided to take a step further into interior design. In 2010 iittala is launching a totally new type of interior object, called Piilo. The Piilo range is the creation of the Italian jewellery designer and artist, **Giorgio Vigna**. These exciting objects are designed to be personalized by the user. By deciding how you use them and what you put inside them, you can make them unique.



Italian **Giorgio Vigna** was showcased for the first time by **Iittala** in 2007 when the company launched his impressive **Vigna Birds** collection.

Vigna always takes a lot of time to get inside the design challenge when he is given a new commission. For his new **Iittala** range, Vigna looked at all the little things that help protect us from – and help make sense of – the rush and tumble of life. He found out how people form their identity through a dialogue between their internal world and the outside world that surrounds us.

“We’re all protected by a kind of micro cosmos that provides us with security,” says Vigna. “These micro cosmoses can even be a small fragment of something that’s particularly significant for us. It is important that people have the opportunity to remind themselves, at least



briefly, of that fundamental sense of safety and security that comes from being close to something important, and being able to touch it.”

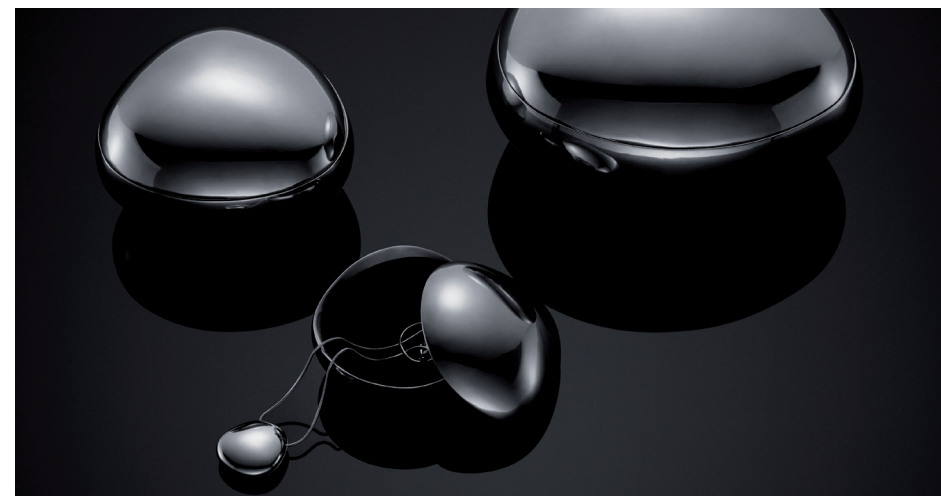
### Mythical shape, modern material

Vigna’s design work on **Piilo** started from people’s protective instinct. This idea developed into the shape he created for the range, which is reminiscent of a stone, a bird’s nest, or a bird’s egg – depending on your perspective. Vigna was particularly inspired by the stones one finds along the seashore that have been shaped by the waves over thousands of years, becoming almost sensually smooth and round in the process. The very natural form that he has created feels linked to many native peoples’ creation myths and their stories of the world being born from an egg.

The pieces in the **Piilo** range are made of aluminium, which sets up an exciting contrast between the design’s elemental form and the modernity of the metal. The two types of surface treatment that have been used, further extend this sense of contrast: mirror-finish brushed aluminium and black-anodised aluminium.

### Small sculptures

The range contains four different sizes of boxes that can fit inside each other. The inside surfaces of the smaller ones are covered in felt to protect people’s most precious treasures. By combining the different materials and sizes on offer, people can create a very varied range



of ‘micro-environments’ that add a sculptural quality to the larger environment in which they are placed.

**Piilo** boxes are truly multi-purpose and can be used as decoration, for keeping jewels in, or for hiding away treasures and memories. Whatever you decide to fill them with, the result will be your own private, personal world.

### Protective Amulet

**Piilo**’s underlying idea is given a further dimension by the silver **Amulet** that is also part of the range. This elegant piece continues the simple, archetypal form of the larger items in the range, and can be used to keep a picture of a loved one or a special moment that

you want close to you. The **Piilo** amulet is very much part of our personal ‘micro cosmos’, giving us the sense of protection we all need.

Whatever you decide to keep there, you can hide it from the world, look at it when you want to, or show it to someone else you want to share it with.



Small and large amulet